

**ABSTRACT OF THE DISCLOSURE**

A system and method for prioritized interface design are disclosed. In one embodiment of a system incorporating teachings of the present disclosure, a wireless-enabled device may include a display, a user input mechanism, and a housing component that at least partially defines an internal cavity. The device may have several engines including a display engine that can initiate presentation of a menu that has several selectable items displayed in respective menu positions. The device may also include a metric engine that tracks some selection metric for the selectable items and a priority engine that determines a prioritization level for the selectable items. In some embodiments, the prioritization level may be related to a selection metric. The device may also have a mapping engine that modifies assigned menu positions for the selectable items in response to changes in the prioritization level of the items.